

Message Text

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PAGE 01 ISLAMA 06603 161252Z

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ACTION COME-00

INFO OCT-01 NEA-05 ADP-00 EB-05 RSR-01 RSC-01 USIA-12 /025 W

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P R 161134Z AUG 73

FM AMEMBASSY ISLAMABAD

TO SECSTATE WASHDC PRIORITY 471

INFO AMCONSUL KARACHI

AMCONSUL LAHORE

AMEMBASSY NEW DELHI

AMCONSUL PESHAWAR

UNCLAS ISLAMABAD 6603

PASS COMMERCE

IE.O. 11652: N/A

TAGS: BEXP, PK

SUBJ: PROPOSED FY74-75 TRADE PROMOTION PROGRAM

REF: A) STATE A-5938, JULY 12, 1973

B) ISLAMABAD A-103, AUGUST 6, 1973

1. EMBASSY IS POUCHING DETAILED AIRGRAM, PREPARED IN
CONSULTATION WITH KARACHI, LAHORE AND PESHAWAR CONSULATES,
PROPOSING TRADE AND PROMOTIONAL EVENTS FOR REMAINDER FY74
AND FY75. ALTHOUGH NOT REQUESTED BY REF AIRGRAM, WE HAVE
INCLUDED PROPOSED EVENTS FOR REMAINDER FY74 BECAUSE OF
THEIR RELEVANCE TO PROPOSED FY75 EVENTS. SUMMARY OF
PROPOSED EVENTS WITH SUGGESTED DATES FOLLOWS:

A. TRADE AND INVESTMENT MISSIONS

1. DECEMBER 3 - 14, 1973: TEXTILE MACHINERY.
2. MARCH 4 - 15, 1974: ELECTRICAL GENERATING, SWITCHING
AND TRANSMISSION EQUIPMENT.
3. NOVEMBER 1974: MINING AND CONSTRUCTION EQUIPMENT.
4. FEBRUARY 1975: SUGAR PROCESSING MACHINERY OR SHOE,
LEATHER TANNING AND ARORBCIAL LEAHER MAMUX EU

ING

MACHINERY.

B. CATALOG EXHIBITIONS

1. NOVEMBER 5 - DECEMBER 19, 1973: TEXTILE MACHINERY.

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PAGE 02 ISLAMA 06603 161252Z

WM AUGUST 1 - SEPTEMBER 30, 1974: MINING AND CONSTRUCTION

EQUIPMENT.

3. APRIL 1 - MAY 31, 1975: FOOD PROCESSING AND PACKAGING EQUIPMENT.

C. MARKET RESEARCH STUDIES

1. OCTOBER 1 - NOVEMBER 30, 1973: EARTHMOVING, MINING AND CONSTRUCTION EQUIPMENT.

2. NOVEMBER 1 - DECEMBER 31, 1973: FOOD PROCESSING AND PACKAGING EQUIPMENT.

3. DECEMBER 1 - JANUARY 31, 1973: SHOE, LEATHER TANNING AND ARTIFICIAL LEATHER MANUFACTURING MACHINERY.

4. JANUARY 1 - FEBRUARY 28, 1974: SPECIALIZED INDUSTRIAL PROCESSING SYSTEMS AND EQUIPMENT.

5. MARCH 1 - APRIL 30, 1974: INSECTICIDES, PESTICIDES AND RELATED EQUIPMENT.

6. APRIL 1 - MAY 15, 1974: COTTON GINNING EQUIPMENT.

7. MAY 1 - JUNE 15, 1974: RICE MILLING EQUIPMENT.

8. JULY 1 - AUGUST 15, 1974: PAPER AND PULP MANUFACTURING EQUIPMENT.

9. AUGUST 15 - SEPTEMBER 30, 1974: HOSPITAL AND HEALTH CARE EQUIPMENT.

10. SEPTEMBER 30 - NOVEMBER 15, 1974: ELECTRONIC EQUIPMENT.

11. NOVEMBER 15 - DECEMBER 31, 1974: SPECIAL MACHINE TOOLS, NUMERICAL CONTROL TOOLS AND PRECISION MEASURING INSTRUMENTS.

12. JANUARY 1 - FEBRUARY 15, 1975: SHIPBUILDING AND PORT MAINTENANCE EQUIPMENT.

2. AS RESULT OF RECENTLY SUBMITTED MARKET SURVEY (REF B)
WE PROPOSE DROP IRRIGATION AND URBAN AND RURAL WASTE TREATMENT
SYSTEMS AND EQUIPMENT FOR THEME OF SECOND FY7# TRADE MISSION
AND AS INDICATED ABOVE PROPOSE SUBSTITUTE SUGAR PROCESSING
MACHINERY OR SHOE, LEATHER TANNING AND ARTIFICIAL LEATHER
MANUFACTURING MACHINERY.
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